

# Home Furnishings Calendar 1949

JANUARY

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## HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Dec. 8	NEW ADDRESS Helen Sprackling announces the opening of her new public relations office where Franciscan china and earthenware are on display as well as the Franciscan Library of Ceramics. Contact: Helen Sprackling, PL. 9-1460.	HELEN SPRACKLING	45 EAST 51ST STREET
Dec. 8	REGULAR MEETING, UPH. FURN. MFRS. ASSN., McALPIN HOTEL, NEW YORK CITY.		
Saturday Dec. 10	BULLETINS TO RESUME It has been decided to resume the A.I.D. Bulletins beginning with the December issue. The bulletin will include national, chapter, and individual members' activities. Please submit material on or before December 10; the Bulletin will be out before Christmas. Contact: M.M. Girard, MU.8-0238.	AM. INST. OF DECORATORS	41 EAST 57TH STREET

### WEEK BEGINNING MONDAY, DECEMBER 12, 1949

Monday Dec. 13 4:00 P.M.- 7:00 P.M.	PRESS PREVIEW OF LAMPS A press preview of a group of new additions to the Nessen collection of modern lamps will be held <u>by invitation only</u> , in apartment 1A at the above address. Contact: Greta von Nessen, GR. 3-5317.	GRETA VON NESSEN	50 WEST 9TH STREET
Monday Dec. 12 7:00 P.M.	TENTH LECTURE The tenth lecture in the Survey of Advertising Course will deal with Direct Mail advertising - the best use of sales letters, booklets and catalogs. This lecture will be given by Edward N. Mayer, Jr. president of James Gray, Inc. Contact: Hulda Kloenne, CI. 5-4149.	ADV. WOMEN OF N. Y.	HOTEL ASTOR
Tuesday Dec. 13	AMERICAN CERAMIC SOCIETY MEETING, MELLON INSTITUTE AUDITORIUM, PITTSBURGH CONTACT: DR. F.L. JONES, C/O KOPPERS CO., INC., KOPPERS BLDG., PITTSBURGH		
Tuesday Dec. 13- Dec. 14	U. S. POTTERS' CONVENTION U. S. POTTERS ASSN. The annual convention of the United States Potters Assn., will be held on these dates. Contact: Gertrude Michelove, Theodore Sills, PL. 9-0820.	U. S. POTTERS ASSN.	HOTEL ASTOR
Wednesday Dec. 14- Dec. 16	CONSULTANT SERVICE BY CAROLYN KING A promotion featuring Carolyn King will be held in the linen department of this store. Miss King will be available for consultation and will participate in promoting the sale of lace dinner cloths. Publicity: J. M. Weaver, Columbia Mills, Syracuse, N. Y.	COLUMBIA MILLS SYRACUSE, N. Y.	C. E. CHAPPELL SYRACUSE, N. Y.
Dec. 15- Dec. 16	INSURANCE CONFERENCE, AMERICAN MANAGEMENT ASSN. DRAKE HOTEL, CHICAGO, ILL. CONTACT: EDWARD K. MOSS, BR. 9-6055.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Dec. 15- Jan. 27	EXHIBIT: ADV. DESIGN Design of Pratt Institute will feature work in abstract design with examples of newspaper advertisements, magazine covers, editorial double-page spreads, direct mail pieces, record album covers and three-dimensional subway posters. Hours: 10 A.M. to 5:30 P.M. Mondays through Fridays. Publicity: Hortense Mendel, LU. 2-0100.	A-D GALLERY	130 WEST 46TH ST.
Friday Dec. 16- Jan. 2	OFFICE TO BE CLOSED Please note that the offices of the League will be closed for a brief Christmas holiday. During this period do <u>not</u> contact: Josephine Brush, SA. 2-1839.	HOME FASHIONS LEAGUE	155 EAST 96TH ST.
Saturday Dec. 17 8:00 P.M.	CHRISTMAS PARTY The annual Christmas Party of this organization will be held at the Salvation Army Home for Working Women. Stocking stuffers are solicited; also help in wrapping. For members only. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	297 TENTH AVENUE
<u>WEEK BEGINNING MONDAY, DECEMBER 19, 1949</u>			
Monday Dec. 19 11:00 A.M.- 6:00 P.M.	PRESS PARTY A Christmas party for the press, by invitation only, will feature new Swedish imported furniture in an "all satin finish". Open to public on December 20th. Contact: Jane Ellis, MU. 2-5250.	SWEDISH MODERN	675 FIFTH AVENUE
Monday Dec. 19 6:00 P.M.- 10:00 P.M. Cocktails	ANNUAL CHRISTMAS PARTY The annual Christmas Party of the Publicity Club of New York will be a cocktail and get-together party for members and their guests. Members are urged to come and bring their friends. There will be door prizes and a chance to win other prizes through the Christmas punch board game. Anyone who has a product he wants publicized, or who has a client who makes such a product is invited to participate by contributing one or more objects which will be given due publicity. Admission, 50¢ plus a toy for the WOR Christmas Toy Fund. Contact: Claire Muller, VO. 5-5000;	PUBLICITY CLUB OF N.Y.	MADISON HOTEL
Monday Dec. 19 7:00 P.M.	ELEVENTH LECTURE The eleventh lecture in the Survey of Advertising Course will deal with outdoor and transportation advertising - its special advantages and special techniques-and will be given by D. D. McCormick, vice president of Outdoor Advertising, Inc. Contact: Hulda Kloenne, CI. 5-4149.	ADV. WOMEN OF N.Y.	HOTEL ASTOR
Monday Dec. 19- Jan. 13	GOLD MEDAL EXHIBITION: MURAL PAINTING The second of six monthly gold medal exhibitions will open on this date and will deal with mural painting. A limited number of participants will be asked to prepare more comprehensive exhibits to be hung in the Gold Medal Exhibition of all the arts to be held in the spring of 1950. Open to the public. Contact: Architectural League, MU. 5-8400.	THE ARCHITECTURAL LEAGUE OF NEW YORK	155 EAST 40TH ST. NEW YORK 16, N.Y.
Tuesday Dec. 20 4:00 P.M.- 7:00 P.M.	COCKTAIL PARTY OF CHICAGO CHAPTER The first cocktail party of the first chapter of the Home Fashions League will be held at the Manufacturer's Club in the Merchandise Mart. Out of town members are welcome. Contact: Marian Knapp, Dir. Public Relations, Natl. Assn. of Bedding Mfrs., 1647 Merchandise Mart, Chicago 54, Illinois.	HOME FASHIONS LEAGUE, INC.	MERCHANDISE MART CHICAGO, ILLINOIS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Dec. 21-	NATIONAL FARM ELECTRIFICATION CONFERENCE, STEVENS HOTEL, CHICAGO, ILL.		
Dec. 22	PUBLICITY: RUSSELL GINGLES, PUB. DIR., 155 EAST 44TH ST., NEW YORK 17.		
Thursday	ANNUAL CHRISTMAS PARTY	ADV. CLUB OF NEW JERSEY	ESSEX HOUSE, NEWARK
Dec. 22	The annual Christmas party given by the Advertising Club of New Jersey		
12:15 P.M.	will be a luncheon at which 750 gifts will be distributed to the guests		
Luncheon	who are leading advertising and manufacturing executives in New Jersey.		
	Anyone who has a product he would like publicized, or who has a client		
	who makes such a product, is invited to participate by contributing one		
	or more objects which will be given due credit, publicity and mention in		
	program. Attendance by members of the club and their guests. Open to press		
	by invitation only. Contact: Harold Friedman, MA (Newark) 3-3950.		
Friday	NEW GARDENING GUIDE	BETTER HOMES & GARDENS	DES MOINES, IOWA
Dec. 23	A complete and authoritative gardening guide will be available on this		
Just out	date. It tells how to landscape your lot; care for your lawn; keep your		
	garden in shape; plant and grow better fruits and vegetables; raise		
	annuals, perennials; bulbs; be successful with house plants; build fences,		
	gates, terraces, fireplaces. Hundreds of illustrations, 220 pages. In		
	U.S.A. \$1; in Canada, \$1.25. Contact: James N. Hall, Better Homes &		
	Gardens, Meredith Publishing Co., 1716 Locust St., Des Moines 3, Iowa.		
Dec. 25	CHRISTMAS (Holiday on Monday, December 26).		

#### ADVANCE DATES AND NOTICES

Jan. 1	NEW YEAR'S DAY (Holiday January 2).		
Sunday	GOOD AMERICAN HOME	NATL. RET. LUMBER DLRS.	FLINT & DETROIT
Jan. 1	PROGRAM	U. S. SAVINGS & LOAN	MICHIGAN
Going on	Under the joint sponsorship of the National Retail Lumber Dealers Assn. and the U.S. Savings and Loan League, the first eight demonstration houses of the "Good American Home Program" will open for thirty days in these two cities. The Builders Assn. of Metropolitan Detroit anticipates building 7500 houses based on this program, which is designed to meet the low-cost housing needs of the American public and to show them how they can afford to buy or build today's houses at today's prices and furnish and maintain them within the average family budget. These first houses, fully furnished and equipped, will show sponsors in other cities how they, too, can build such demonstration houses. Present indications are that there will be from 300 to 500 such houses in various areas. All proceeds from the public exhibition of the houses will benefit the United Cerebral Palsy Associations. Special packages of instructions will be made available to local sponsors in other localities. These packages are geared to big cities and to towns of varying populations. Ted Baldwin, Inc., are the developers and coordinators of the program. Home furnishings and equipment manufacturers are urged to inquire for further details. Contact and Publicity: Ted Baldwin, Public Service Relations, 18 East 48th Street, New York 17, N.Y., MU 8-2888.		
Jan. 5-	KEYSTONE CHINA AND GLASS SHOW, HOTEL FORT PITT, PITTSBURGH, PENNSYLVANIA.		
Jan. 12	CONTACT: J. ANDREW SQUIRES, 1165 BROADWAY, NEW YORK CITY, MU 3-2636.		
Jan. 5-	PITTSBURGH GLASS AND POTTERY EXHIBIT, HOTEL WILLIAM PENN, PITTSBURGH, PA.		
Jan. 13	CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Jan. 6-	ANNUAL CONVENTION AND EXHIBIT	VENETIAN BLIND ASSN. OF AMERICA	HOTEL DEL CORONADO CORONADO, CALIF.
Jan. 10	The annual convention of the Venetian Blind Association, with R.J. Cayton as convention chairman, will meet. A feature of the convention will be exhibits of new materials, new types of hardware, slats and tapes, new labor-saving devices. Publ.: Roy Craft, 6671 Sunset Blvd., Hollywood 28, Cal.		
Sunday Jan. 8	ANNUAL TEXTILE REVIEW TO APPEAR	BOSTON TRAVELER AND SUNDAY HERALD	BOSTON MASSACHUSETTS
	The Annual Textile Review, a magazine issue which has now appeared for nearly half a century, will be out on this date. It will consist of a series of outstanding features written by the nation's best qualified experts on the textile industry. Contact: Percy Schwarz, Textile Review Director, Boston Sunday Herald, 80 Mason Street, Boston, Mass.		
Sunday Jan. 8- Jan. 13	SOFT GOODS SHOW IN CHICAGO	NATIONAL EXHIBITORS, INC. LANSDALE, PENNA.	HOTEL STEVENS CHICAGO, ILLINOIS
	Curtains, draperies, linens, domestics, shower curtains and related items will be shown at the Chicago Soft Goods Show during this period. Contact: National Exhibitors, Inc., Lansdale, Pennsylvania, LA. 4791.		
Sunday Jan. 8- Jan. 21	TABLE FASHIONS EXHIBIT	HELEN CHAMBERLIN LOS ANGELES, CAL.	CARNEGIE MUSEUM PITTSBURGH, PA.
	A two weeks showing, sponsored by the Pittsburgh Sun Telegraph, will be given by Helen Chamberlin as part of her Table Fashions of 1950. This show, presenting 22 complete table settings and as many shadow box displays, will feature the fine chinas and earthenwares of the members of the California Pottery Guild. It will be staged in a wing of the Carnegie Museum. Contact: Helen Chamberlin, California Pottery Guild, 315 West 9th Street, Los Angeles 15, California, MA. 6-4638.		
Monday Jan. 9 7:00 P.M.	TWELFTH LECTURE	ADV. WOMEN OF N.Y.	HOTEL ASTOR
	The twelfth lecture in the Survey of Advertising Course will deal with National Advertising Copy - choice of campaign idea - development - writing - testing, and will be given by Jean Wade Findlaub, vice president of Batton, Barton, Durstine & Osborn. Contact: Hulda Kloenne, CI. 5-4149.		
Monday Jan. 9- Jan. 13	39TH ANNUAL CONVENTION	N.R.D.G.A.	HOTEL STATLER
	At the convention the following sessions will be of interest to those in the home furnishings field. Monday, Jan. 9, 12 noon: "Curtain-Raiser" Luncheon in Grand Ballroom. Wednesday, Jan. 11, 9:30 A.M.: Home Furnishings and Appliance Group Session on Merchandising Housewares for Profits, in Salle Moderne. Thursday, Jan. 12, 9:30 A.M.: Public Relations Session at which NRDGA's 1950 Public Relations Campaign will be revealed. Many of the other sessions dealing with merchandising, management, education and related subjects will also be of interest. Publicity: Robert Mayer, Public Relations, N.R.D.G.A., CH. 4-8780.		
Monday Jan. 9- Jan. 20	WINTER LAMP MARKET WEEK	MERCHANDISE MART AMERICAN FURNITURE MART	CHICAGO ILLINOIS
	Lamp manufacturers will display their new merchandise during the same period as the Furniture Market. Exhibits will be shown at the Merchandise Mart and the American Furniture Mart. Contact for Merchandise Mart: Mr. Padden; for American Furniture Mart: Clark B. Kelsey.		

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Monday Jan. 9-	ANNUAL CHICAGO WINTER FURNITURE MARKET	INDIVIDUAL MANUFACTURERS	MERCHANDISE MART AM. FURN. MART
Jan. 20	The annual winter furniture market will be held on these far more convenient dates this year. Contact for Merchandise Mart: Robert B. Johnson, Room 262, Merchandise Mart. Contact for American Furniture Mart: Laurence H. Whiting, 666 Lake Shore Drive, Chicago, Illinois.		
Jan. 9-20	WINTER FURNITURE MARKET, WATERS & EXPOSITIONS BLDGS., GRAND RAPIDS, MICH.		
Jan. 9-	CHICAGO CURTAIN AND DRAPERY SHOW	MERCHANDISE MART AMERICAN FURNITURE MART	CHICAGO ILLINOIS
Jan. 20	The Chicago curtain and drapery show will be held concurrently with the winter furniture market. Pub. for Merc. Mart, Robert B. Johnson, Merc. Mart, Chicago. Publ. for Am. Furn. Mart, L.H. Whiting, 666 Lake Shore Dr. Chicago, Ill.		
Monday Jan. 9-	CHICAGO WINTER CARPET MARKET	CARPET INSTITUTE EMPIRE STATE BLDG.	MERCHANDISE MART CHICAGO, ILLINOIS
Jan. 21	A completely individual carpet design in keeping with trends in today's home furnishings will be exhibited by each member of the Carpet Institute during this market. This will be in addition to each manufacturer's regular exhibition of new patterns. Contact: Mary Burke, Fred Eldean Organization, 670 Fifth Avenue, EL. 5-7651.		
Tuesday Jan. 10-	BRIDAL BUSINESS CLINIC	BRIDES HOUSE, INC.	RITZ CARLTON
Jan. 11	The fifteenth Bridal Business Clinic will be held on these two days in the Crystal Gardens of the Ritz-Carlton. A Wedding Gift Registry and Home Furnishings Session take place Jan. 10 from 2 to 5 P.M. immediately followed by cocktails. Attendance: retailers from coast-to-coast and Canada, and resident buyers. Contact: Miss Alice Rydell, Brides House, Inc., 527 Fifth Avenue, New York 17, N.Y., MU. 2-1490.		
Tuesday Jan. 10-	FIFTH ANNUAL TECHNICAL SESSION AND EXHIBIT	THE SOCIETY OF THE PLASTICS INDUSTRY	HOTEL CLEVELAND CLEVELAND, OHIO
Jan. 12	This meeting will emphasize the latest developments in the field of reinforced plastics. The non-commercial exhibit will feature new applications of reinforced plastics. Luncheon meetings will be held on January 10th and 11th and the annual banquet on the evening of January 11th. Publicity: Langdon P. Williams, MU. 6-1490.		
Wednesday Jan. 11 Dinner	CARPET FASHIONS FOR '50	CHICAGO FLOOR COVERING ASSOCIATION	GRAND BALLROOM STEVENS HOTEL
	The first fashion presentation to the trade and press of "Carpet Fashions for '50" will be made at the Chicago Floor Covering Assn.'s annual dinner. A thirty-minute carpet fashion show will introduce the collection created especially for the nationwide Carpet Fashion Opening, April 17-27. Publicity: Melva Chesrown, Fred Eldean Organization, EL. 5-7651.		
Wednesday Jan. 11 Just out	THREE WOODWORKING BOOKS	J. B. LIPPINCOTT	521 FIFTH AVENUE
	Three books, expertly and simply written and profusely illustrated, belong on the reference shelf of the home workshop. They are "Timbers for Woodwork", "Tools for Woodwork" and "Staining and Polishing." The latter would also be helpful to anyone contemplating refinishing an old piece. Publicity: Mr. Stanley Chambers, J. B. Lippincott, Philadelphia, Pa.		

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Thursday Jan. 12 12:30 P.M. Luncheon	JANUARY MARKET MEETING LUNCHEON	HOME FASHIONS LEAGUE, INC.	MERCHANDISE MART CHICAGO, ILLINOIS
	The subject of the Market meeting will be "Looking In on Living" and will be illustrated by presentations of traditional, provincial and modern decorating schemes created by three League members: Elizabeth Whitney, Marion Heuer and Flolydia Etting. Out of town members are welcome. Contact: Marian Knapp, Dir. Pub. Rel., Natl. Assn. of Bedding Mfrs., 1647 Merchandise Mart, Chicago 54, Illinois.		
Sunday Jan. 15- Jan. 19	NEW GIFT SHOW TO BE HELD IN WASHINGTON	GEO. F. LITTLE MNGMT. 220 FIFTH AVENUE	WILLARD HOTEL WASHINGTON, D. C.
	The first gift show of the year will be held in Washington where 84 exhibits will be displayed on the 2nd and 3rd floors of the Willard Hotel. Contact: Miss Meehan, George F. Little Management, MU. 9-7147.		
Sunday Jan. 15- Jan. 20	N.Y. CURTAIN & DRAPERY SHOW MANUFACTURERS		HOTEL NEW YORKER
	The annual curtain and drapery show will be held on these dates in New York. Contact: H.M. Waters, National Exhibitors, Inc., Lansdale, Pa.		
Monday Jan. 16 7:00 P.M.	THIRTEENTH LECTURE	ADV. WOMEN OF NEW YORK	HOTEL ASTOR
	The thirteenth lecture in the Survey of Advertising Course will be on Retail Advertising and its basic principles. It will be given by Joseph Lorin, vice president of Grey Advertising Agency, Inc. Contact: Hulda Kloenne, CI. 5-4149.		
Monday Jan. 16- Feb. 3	GOLD MEDAL EXHIBITION: MINOR ARCHITECTURAL WORKS	THE ARCHITECTURAL LEAGUE OF NEW YORK	155 EAST 40TH ST. NEW YORK 16, N.Y.
	The third of six monthly gold medal exhibitions will open on this date and will deal with minor architectural works. In the spring of 1950 s Gold Medal Exhibition of all the arts will be held. Open to the public. Contact: Architectural League, MU. 5-8400.		
Wednesday Jan. 18- Jan. 20	GENERAL MANAGEMENT CONFERENCE	AM. MANAGEMENT ASSN. 330 WEST 42ND STREET	HOTEL ST. FRANCIS SAN FRANCISCO, CAL.
	A mid-winter General Management Conference will be held on the West Coast this year. Top management of large and small industrial and business firms from all sections of the country will meet. The meetings, open to all business executives, will take up problems of production, marketing, labor relations, organization, finance and insurance as announced by Lawrence A. Appley, president A.M.A. Publicity: Edw. K. Moss, BR. 9-6055.		
Jan. 19- Jan. 26	NATIONAL HOUSEWARES MFRS. TRADE SHOW, CHICAGO, ILLINOIS.		
	CONTACT: A. W. BUDDENBERG, 1140 MERCHANDISE MART, CHICAGO, ILLINOIS.		
Jan. 22- Jan. 25	NEW YORK STATE GIFT SHOW, HOTEL LAFAYETTE, BUFFALO, NEW YORK.		
	CONTACT: EUGENE A. RICHARDSON ASSOC., 683 ATLANTIC AVE., BOSTON, MASS.		
Sunday Jan. 22- Jan. 27	30TH CALIFORNIA GIFT SHOW	L.A. TRADE FAIR, INC. 1151 SO. BROADWAY	ALEXANDRIA HOTEL LOS ANGELES, CALIF.
	The semi-annual California Gift Show will be held on these dates in the Alexandria Hotel, Biltmore Hotel, Brack Shops and L.A. Merchandise Mart Bldg. Contact: Woody C. Klingborg, Director of Trade Shows, Los Angeles Trade Fair, Inc., 1151 So. Broadway, Los Angeles 15, California.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 23-	SOUTHEASTERN CHINA, GLASS & GIFT SHOW, MUNICIPAL AUDITORIUM, ATLANTA, GA.		
Jan. 26	CONTACT: FOSTER B. STEWARD, 1492 PEACHTREE ST., ATLANTA, GEORGIA.		
Monday	NEW YORK LAMP SHOW	LAMP MANUFACTURERS	HOTEL NEW YORKER
Jan. 23-	The Lamp Show will be held on these dates this year so as not to conflict with the Chicago and Grand Rapids markets. An entire floor of the hotel has been equipped with heavy duty electrical circuits to afford additional exhibition space. Contact: George F. Little Management, 220 Fifth Avenue, New York City, MU. 9-7147.		
Jan. 27			
Monday	NEW YORK WINTER CARPET MARKET	CARPET INSTITUTE EMPIRE STATE BLDG.	SHOWROOMS 295 FIFTH AVENUE
Jan. 23-	Manufacturers will exhibit new patterns in their regular lines. In addition, each exhibitor will contribute one entirely new design which will form the nucleus of the Spring Opening when these new carpets will be released to the general public. Bigelow-Sanford will exhibit in its own showrooms at 140 Madison Avenue. Contact: Mary Burke, Fred Eldeen Organization, 670 Fifth Avenue, EL. 5-7651.		
Jan. 28			
Jan. 23-	NEW YORK WINTER FURNITURE MARKET, NEW YORK FURNITURE EXCHANGE, N.Y.C.		
Jan. 28	CONTACT: MR. J. J. MELNIKER, 206 LEXINGTON AVENUE, MU. 5-1160.		
Jan. 23-	SOUTHERN FURNITURE MARKET, SO. FURN. EXPOSITION BLDG., HIGH POINT, N.C.		
Feb. 4	CONTACT: PAUL CASEY, SOUTHERN FURN. EXPOSITION BLDG., HIGH POINT, N.C.		
Tuesday	SHOWING POSTPONED	ALEX. SMITH & GREEFF	WHITE PLAINS, N.Y.
Jan. 24-	The showing of documentary carpet and fabrics scheduled for these dates has been postponed. Dates will be announced later. Publicity for Alexander Smith, Emily Purcell, MU. 9-1300; Publicity for Greeff Fabrics, Inc., Hilda Kassell, PL. 9-2917.		
Feb. 25			
Saturday	NEW MERCHANDISING MAGAZINE	KRIEGER PUBLICATIONS	114 EAST 32ND ST.
Jan. 28	A new merchandising magazine, "Modern Lamps", will make its first appearance on this date. To be issued quarterly for department and furniture store buyers, decorators and designers, the new publication is designed to bring a new understanding of modern design in lamps and shades, to show the role of modern lighting units in today's house and to publish news of contemporary materials, techniques and forms. Each issue will present an analysis of the relation between modern painting, sculpture, architecture and modern lamps. Contact: Barbara Baer, editor, MU.5-3744.		
Sunday	SIXTH CALIFORNIA CURTAIN & DRAPERY SHOW	L.A. TRADE FAIR, INC. 1151 SO. BROADWAY	ALEXANDRIA HOTEL LOS ANGELES, CAL.
Jan. 29-	Eastern representatives as well as Western exhibitors will display their goods at the show. The theme of "California Colors for Spring" will be emphasized so that buyers can run special promotions based on it.		
Feb. 1	Contact: Joe Lockwood, show director, L.A. Trade Fair, Inc., 1151 So. Broadway, Los Angeles 15, California.		
Sunday	CALIFORNIA LAMP SHOW	L.A. TRADE FAIR	BILTMORE, L.A.
Jan. 29-	For the first time west of Chicago, the consolidated products of the lamp industry will be displayed at the California Lamp Show. Contact: Woody C. Klingborg, Los Angeles Trade Fair, Inc., 1151 So. Broadway, Los Angeles 15, California.		
Feb. 1			

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 29- Feb. 3	MIDWINTER MARKET WEEK, PARKER HOUSE, BOSTON, MASSACHUSETTS. CONTACT: JOHN CLABBY, PARKER HOUSE, BOSTON, MASSACHUSETTS.		
Jan. 30- Feb. 3	LOS ANGELES FURNITURE MARKET, LOS ANGELES FURNITURE MART, LOS ANGELES. CONTACT: J.J. COWEN, PUB. DIR., 2155 EAST 7TH STREET, LOS ANGELES, CAL.		
Monday Jan. 30- Feb. 10	CHICAGO GIFT SHOW The Chicago Gift Show will open on this date at the Palmer House, Chicago, Illinois and run concurrently with the Merchandise Mart Gift Show. Contact: George F. Little Management, 220 Fifth Ave., N.Y.C., MU. 9-7147.	GIFT MANUFACTURERS	PALMER HOUSE
Jan. 30- Feb. 11	MERCHANDISE MART GIFT SHOW, MERCHANDISE MART, CHICAGO, ILLINOIS. PUBLICITY: ROBERT B. JOHNSON, MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Jan. 31- Feb. 3	TRADE SHOW, NATL. ASSN. OF FROZEN FOOD PACKERS, CONGRESS HOTEL, CHICAGO. CONTACT: L. S. MARTIN, 1415 K STREET, N.W., WASHINGTON, D.C.		
<u>MUSEUM, GALLERY AND GARDEN NEWS</u>			
Thursday Dec. 8- Dec. 18	ART EXHIBIT For the first time in its history the National Institute of Arts and Letters is holding a public exhibition of the works of candidates for its annual \$1000 grants for Art. The exhibition contains three representative works of each of the 34 painters, etchers and sculptors being considered for the six grants. Announcement of winners will be made in the spring. Hours: 2 to 5 P.M. except Mondays. Publ.: Carson-Ruff Assoc., MU. 2-2055.	ACADEMY GALLERY	BWAY BET. 155-156TH
Thursday Dec. 8- Going on	PREVIEW OF EXHIBIT The best entries, from the 10,000 which were submitted in the Hallmark Franco-American Art Competition, are on display. English, French and American artists submitted paintings on a Christmas theme for \$28,000 in prizes. This exhibit of the best canvases will be held for the benefit of the New York Chapter of the American Red Cross through the sale of catalogs; open to the public without charge. Publicity: Mr. Visson, TR. 9-0500.	WILDENSTEIN GALLERIES	19 EAST 64TH STREET
Friday Dec. 9 3:00 P.M.	LECTURE: DECORATIVE ART A lecture on French painting and decorative arts will be given by Blanche Brown. Publicity: Lillian Green, RH. 4-7690.	METROPOLITAN MUSEUM	82ND ST. & 5TH AVE.
Friday Dec. 16	HANDWROUGHT SILVER EXHIBIT Contemporary form in handwrought silver will be shown in examples by well-known silversmiths displayed with photographs and other graphic material supplied by Handy and Harman to illustrate the techniques employed in fabricating handwrought silver. The work of 18th and 19th century craftsmen will be contrasted with that of modern silversmiths. Hours: 10 A.M. to 5 P.M. weekdays including Saturdays; open until 9 P.M. Wednesdays; 1 to 5 P.M. Sundays. Publicity: Lillian Green, RH. 4-7690.	METROPOLITAN MUSEUM	82ND ST. & 5TH AVE.
Monday Jan. 2- Jan. 23	14TH CERAMIC EXHIBITION The prize-winning ceramics from the 14th ceramic national exhibition recently conducted by the Syracuse Museum of Fine Arts and the Onondaga Pottery Co. and the winning exhibits in the first national dinnerware decoration exhibition sponsored by the Museum and Commercial Decal, Inc., will jointly go on show. Publicity: Estelle Mandel, PL. 5-0711.	ASSOC. AMERICAN ARTISTS	711 FIFTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>TELEVISION NEWS</u>			
Friday Dec. 9 11:00 A.M.- 12:00 M	TELEVISION PROGRAM VANITY FAIR Douglas Toomey, a building expert, will tell Dorothy Doan's audience how to winterize a house. Publicity: Helen Brattrud, PL. 5-2000.	CBS-TV CHANNEL 2	CBS-TV 485 MADISON AVE.
Monday Dec. 12 11:00 A.M.- 12:00 M	TELEVISION PROGRAM YOUR TELEVISION SHOPPER Mr. Gordon Perlmutter, furniture designer for Baumritter, will demonstrate the construction of their furniture by means of a chest, with sections sawed out to reveal the construction. This he will compare with another chest, not sawed out but of the same construction, which features a desk extension. Publicity: Babs Doniger, PL. 7-0096.	WABD CHANNEL 5	DUMONT TELEVISION 515 MADISON AVENUE
Monday Dec. 12 4:30 P.M.- 5:00 P.M.	TELEVISION PROGRAM VANITY FAIR Mr. Samuel Golden, director of the American Artists Assn. will tell Dorothy Doan's audience how to display Christmas cards in the home. Publicity: Helen Brattrud, PL. 5-2000.	CBS-TV CHANNEL 2	CBS-TV 485 MADISON AVENUE
Tuesday Dec. 13 11:30 A.M. 12:00 M.	TELEVISION PROGRAM YOUR TELEVISION SHOPPER Mr. Samuel Kaufman, designer of unusual clocks for Semca and Phinney-Walker will demonstrate their complete line on Kathi Norris' program. Publicity: Babs Doniger, MU. 7-0096.	WABD CHANNEL 5	DUMONT TELEVISION 515 MADISON AVENUE
Thursday Dec. 15 11:30 A.M. 12:00 M.	TELEVISION PROGRAM YOUR TELEVISION SHOPPER Mr. George De Coo of the Noma Electric Company will exhibit the company's novel ideas for holiday season decoration.on Kathi Norris' program. Publicity: Babs Doniger, MU. 7-0096.	WABD CHANNEL 5	DUMONT TELEVISION 515 MADISON AVENUE
Thursday Dec. 15 4:30 P.M.- 5:00 P.M.	TELEVISION PROGRAM VANITY FAIR Dorothy Doan will have as her guests Amelia Levitt Hill, who will give a lesson in table decoration for the holidays, and Walter Morris, design director for International Silver,who will give tips on the proper use of silver. Publicity: Helen Brattrud, PL. 5-2000.	CBS-TV CHANNEL 2	CBS-TV 485 MADISON AVENUE
Friday Dec. 16 11:30 A.M.- 12:00 M.	TELEVISION PROGRAM YOUR TELEVISION SHOPPER The next to final Revere recipe winner will prepare her dish on the Kathi Norris show. Miss Norris will also shower the viewers with ideas for Christmas gifts. Publicity: Babs Doniger, MU. 7-0096.	WABD CHANNEL 5	DUMONT TELEVISION 515 MADISON AVENUE
Friday Dec. 16 4:30 P.M.- 5:00 P.M.	TELEVISION PROGRAM VANITY FAIR Howard Ketchum, author of "How to Use Color and Decorating Designs in Home", shows how to decorate furniture, tile and fabric with your own designs, as a guest on Dorothy Doan's program. Publicity: Helen Brattrud, PL. 5-2000.	CBS-TV CHANNEL 2	CBS-TV 485 MADISON AVENUE

# *Home Furnishings Calendar*

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